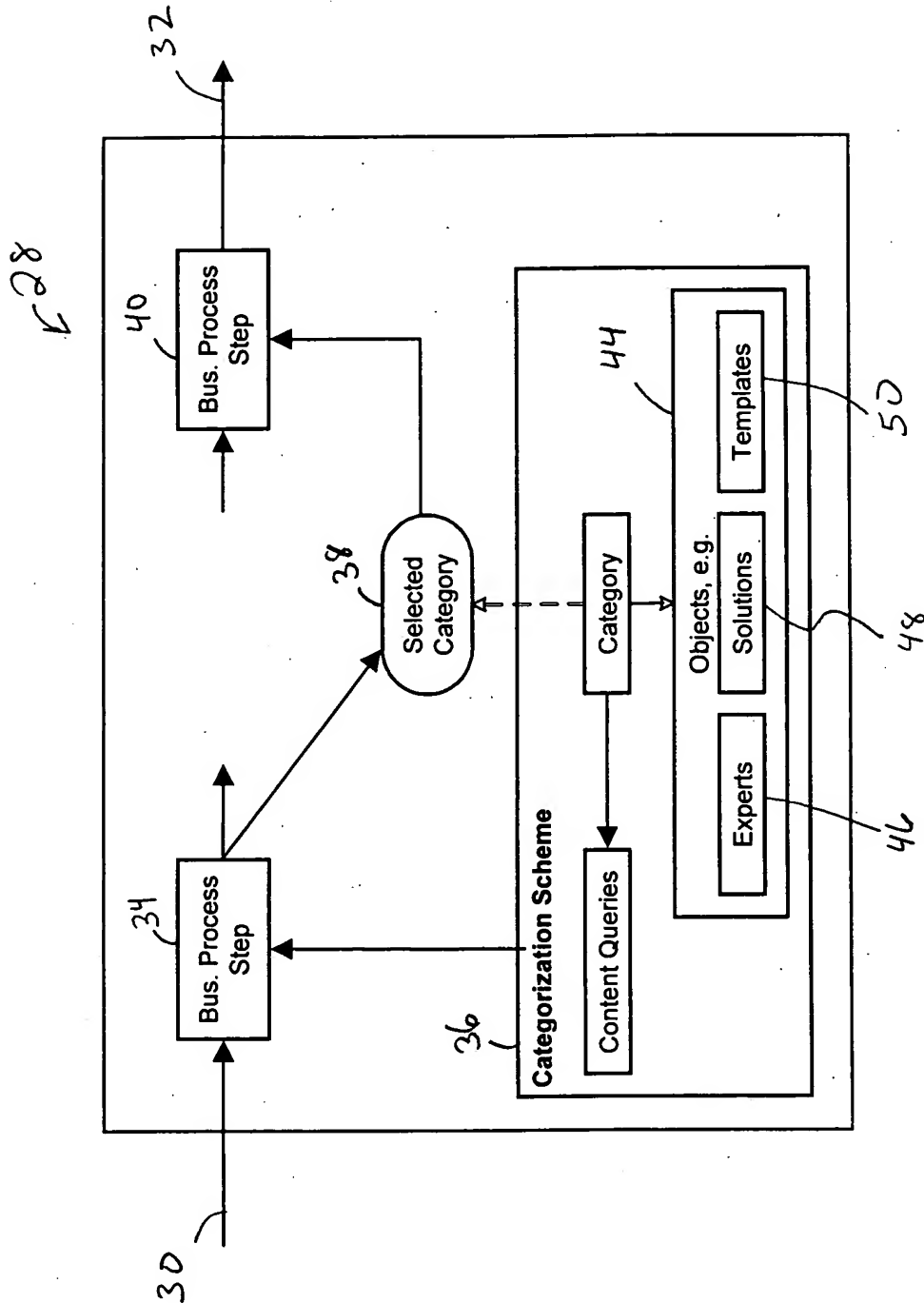


Fig. 1



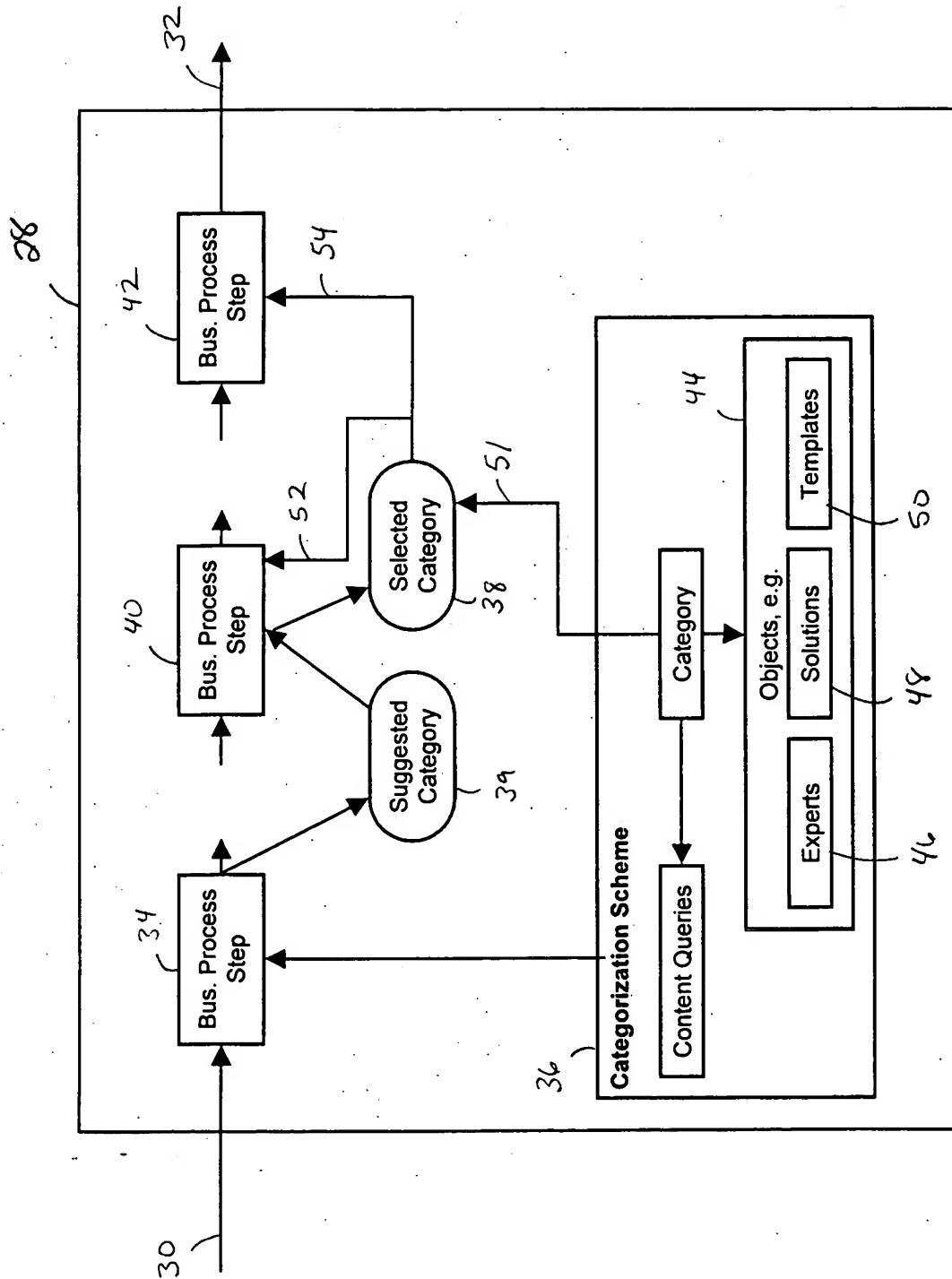


Fig. 2B

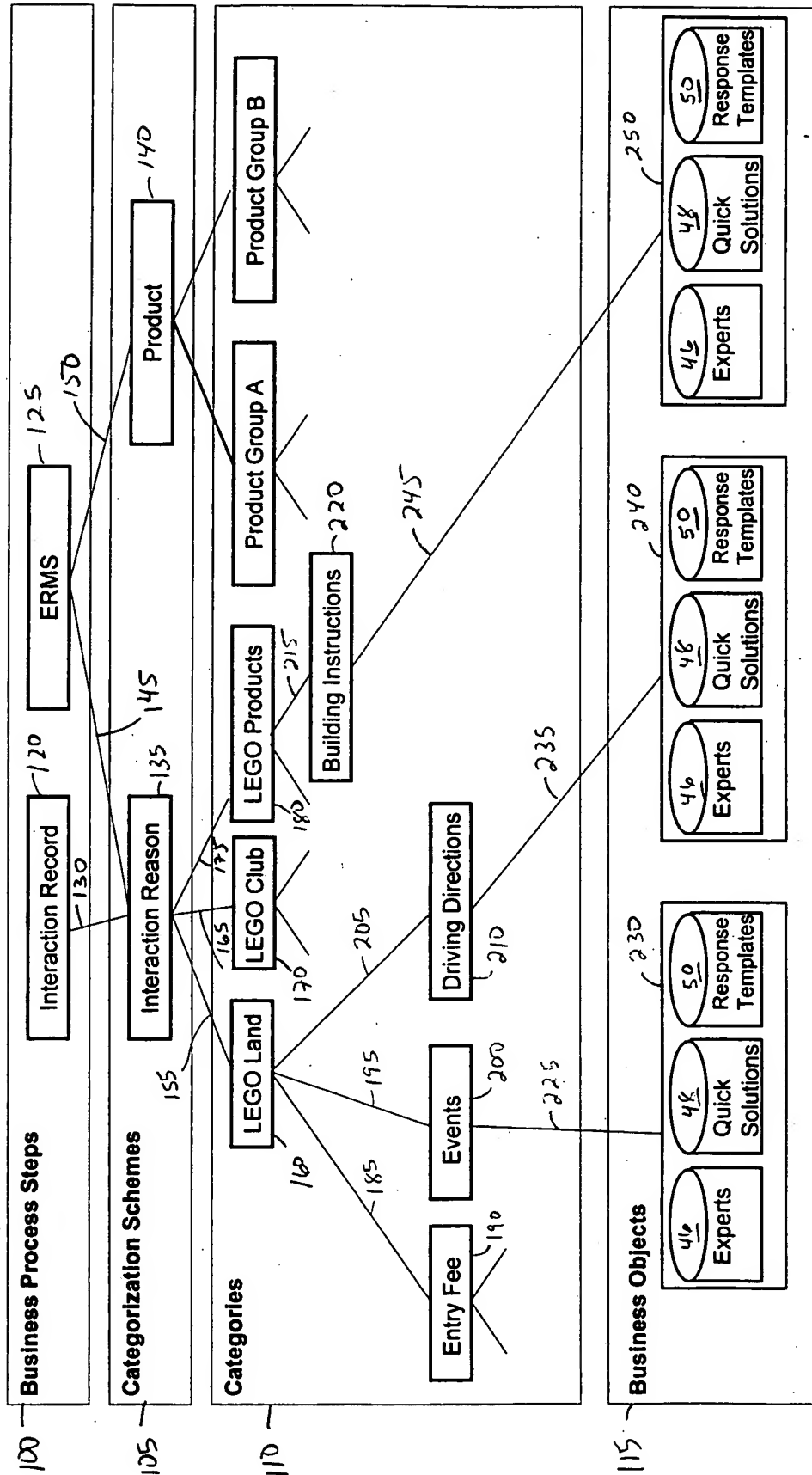


Fig. 3A

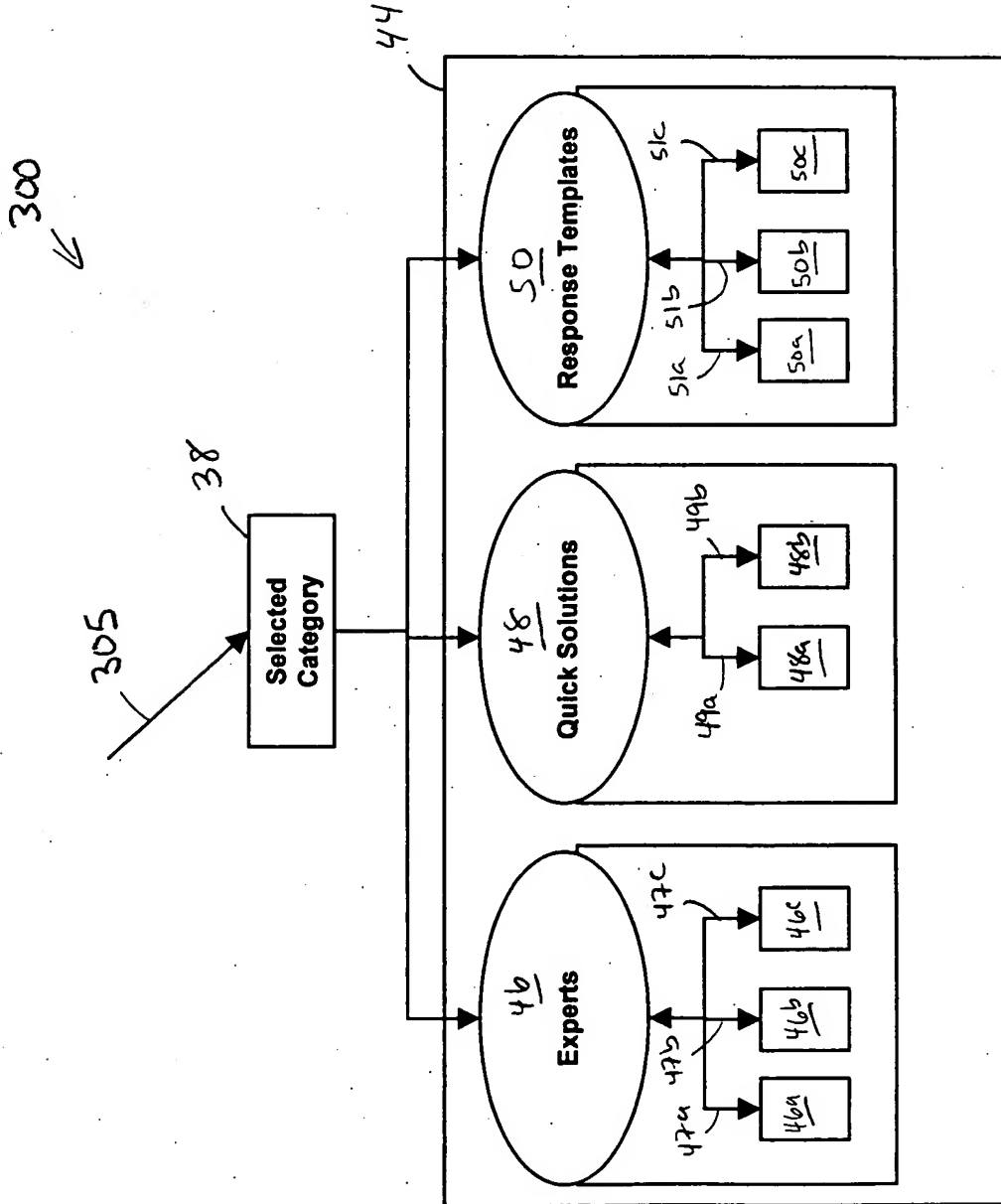


Fig. 3B

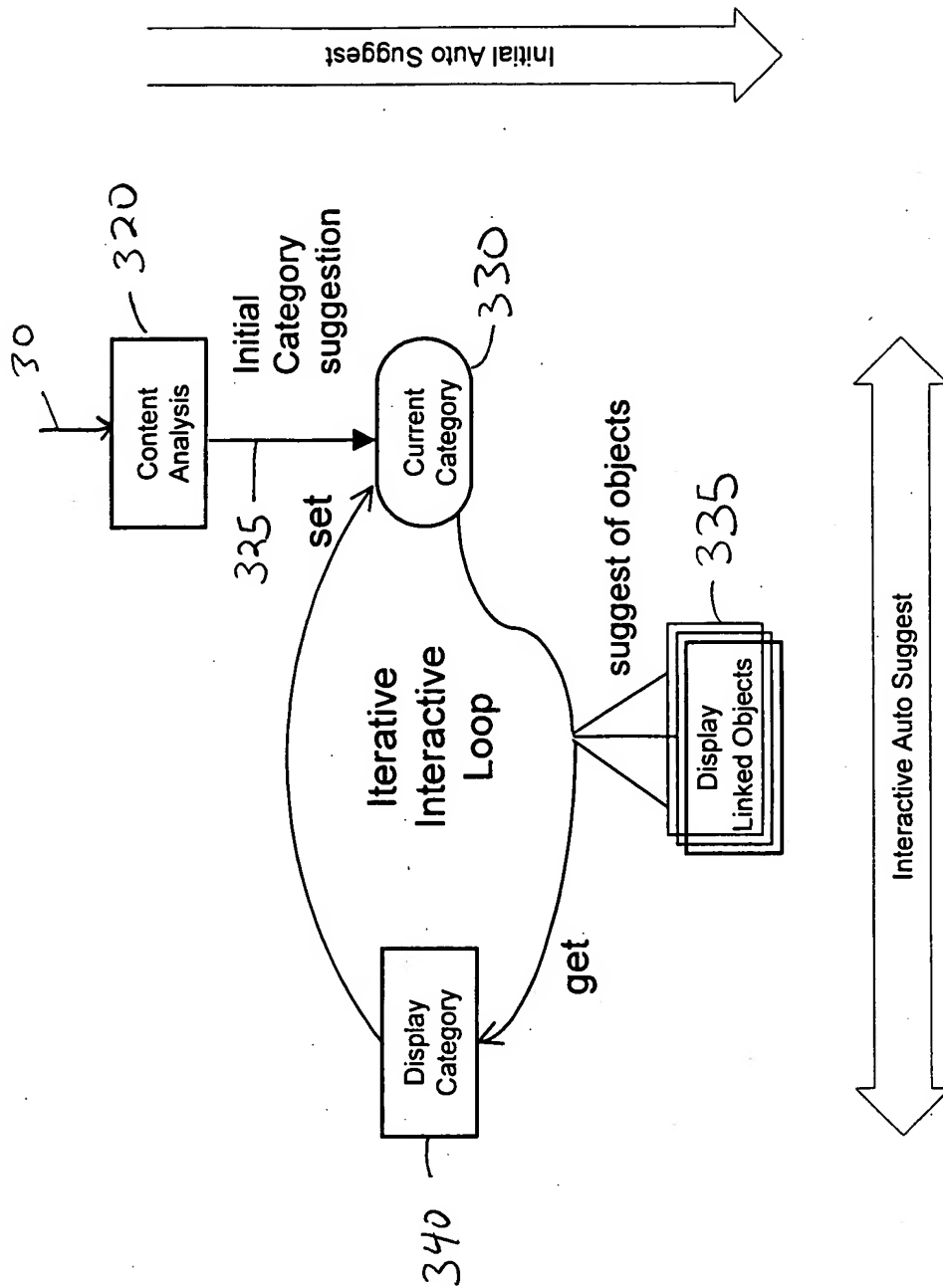


Fig. 3C

350

Very High

In Process

Apple

iPod

Playlists

Classification 1

Classification 2

Classification 3

Classification 4

Save

New

Test

Fig. 3D

125

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ERMS

User Administration • Standard Responses • Categories • Repository • Templates • Rules

Categories 436

Show My favorites

Save Create Sub node Change Cut Copy Paste Delete Print Add to Favorites Help

437 438 439 441 442

Open Advanced Search

Name 425

Description 430

Root

Categories

Interaction Reason 135

The reason for Customer Contacting LEGO

LEGO Club 170

Refers to the exclusive Lego club; Category to address member questions & concerns

LEGO Land 160

Enquires regarding the Lego Land

Driving Directions 210

Enquires requesting driving directions

Entry Fee 190

Requests to clarify entry fee

Events 200

Request to know current events at Lego Land

LEGO Products 180

Category enumerating the wide range of Lego products

LEGO Org Chart 440

The organizational Chart of LEGO

1/5

450 455 460 465 470

Details Query Example Documents Standard Responses Knowledge Entities

General

Name

Driving Directions

Category ID

0201

Parent Category

Lego Land

Reason Code

Directions

Description

Enquires requesting Driving directions

Creation Date

Created By

Last Modified Date

Last Modified By

Status

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FIG. 4



400 ↗

ERMS

User Administration • Standard Responses • Categories • Repository • Templates • Rules

Categories

Show

My favorites

Go

Open Advanced Search

Save

Create Sub node

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Cut

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Paste

Delete

Print

Add to Favorites

Help

Name	Description	Root	
Categories			
Interaction Reason	The reason for Customer Contacting LEGO		
▷ LEGO Club	Refers to the exclusive Lego club; Category to address member questions & concerns		
▷ LEGO Land	Enquires regarding the Lego Land		
• Driving Directions ~ 210	Enquires requesting driving directions		
• Entry Fee	Requests to clarify entry fee		
• Events	Request to know current events at Lego Land		
▷ LEGO Products	Category enumerating the wide range of Lego products		
▷ LEGO Org Chart	The organizational Chart of LEGO		1/5

455

Details

Query

Example Documents

Standard Responses

Knowledge Entities

Add Entry

Delete Entry

Match

Attribute

525

Operator

~

530

Value

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535

Case

1/1

If

Subject and Body

520

contains

driving directions

Or

Subject

540

contains

Lego Land

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FIG. 5A

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**ERMS**

User Administration • Standard Responses • Categories • Repository • Templates • Rules

Categories

Show My favorites Go Open Advanced Search

Save Create Sub node Change Cut Copy Paste Delete Print Add to Favorites Help

Name	Description	Root
Categories		
Interaction Reason	The reason for Customer Contacting LEGO	
▷ LEGO Club	Refers to the exclusive Lego club; Category to address member questions & concerns	
▷ LEGO Land	Enquires regarding the Lego Land	
• Driving Directions - 210	Enquires requesting driving directions	
• Entry Fee	Requests to clarify entry fee	
• Events	Request to know current events at Lego Land	
▷ LEGO Products	Category enumerating the wide range of Lego products	
▷ LEGO Org Chart	The organizational Chart of LEGO	

1/5

455

Details Query Example Documents Standard Responses Knowledge Entities

New Entry Delete Entry Next Previous 541 542

Match If

Attribute Subject and Body

Operator contains

Value Driving, directions, where

Case Sensitive ☐

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FIG. 5B

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ERMS

User Administration • Standard Responses • Categories • Repository • Templates • Rules

Categories

Show My favorites Get Go Open Advanced Search

Save Create Sub node Change Cut Copy Paste Delete Print Add to Favorites Help

Name	Description
Categories	Root
Interaction Reason	The reason for Customer Contacting LEGO
▷ LEGO Club	Refers to the exclusive Lego club; Category to address member questions & concerns
▽ LEGO Land	Enquires regarding the Lego Land
• Driving Directions	Enquiries requesting driving directions
• Entry Fee	Requests to clarify entry fee
• Events	Request to know current events at Lego Land
▷ LEGO Products	Category enumerating the wide range of Lego products
▷ LEGO Org Chart	The organizational Chart of LEGO

420

460

1/5

Details Query Example Documents Standard Responses Knowledge Entities

Change in MS Word Save in MS Word Import Create URL Delete Original Delete Reference

Name	Type	Language	Time Created	Created By	Last Changed	Last Changed By
Directions Request	txt	en	01.01.2002 1:00 PM	jkumar	01.01.2002 2:00 PM	jkumar

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FIG. 6

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ERMS

User Administration • Standard Responses • Categories • Repository • Templates • Rules

Categories

Show My favorites Go Open Advanced Search

Save Create Sub node Change Cut Copy Paste Delete Print Add to Favorites Help

Name	Description	Root
Categories		
Interaction Reason	The reason for Customer Contacting LEGO	
▷ LEGO Club	Refers to the exclusive Lego club; Category to address member questions & concerns	
▷ LEGO Land	Enquires regarding the Lego Land	
• Driving Directions - 2.10	Enquiries requesting driving directions	
• Entry Fee	Requests to clarify entry fee	
• Events	Request to know current events at Lego Land	
▷ LEGO Products	Category enumerating the wide range of Lego products	
▷ LEGO Org Chart	The organizational Chart of LEGO	

470 1/5

845 850

Details Query Example Documents Standard Responses Knowledge Entities

Add Entry Delete Entry

Title - 825 KB Name - 830 Language Created By Date Last Changed by Date

840 1/2

Response Preview

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BEST AVAILABLE COPY FIG. 8

400 ✓

ERMS

User Administration • Standard Responses • Categories • Repository • Templates • Rules

Categories

910

Show My favorites

Go

Close Advanced Search

Advance Search

Name

Category ID

Description

Reason Code

Creation Date

Created By

Last Modified Date

Last Modified By

Status

Go

Name of this Search

Add to "Show"

Remove from "Show"

Save

Create Sub node

Change

Cut

Copy

Paste

Delete

Print

Add to Favorites

Help

Name

Categories

Interaction Reason

LEGO Club

LEGO Land

Driving Directions

Entry Fee

Events

LEGO Products

LEGO Org Chart

Description

Root

The reason for Customer Contacting LEGO

Refers to the exclusive Lego club; Category to address member questions & concerns

Enquires regarding the Lego Land

Enquiries requesting driving directions

Requests to clarify entry fee

Request to know current events at Lego Land

Category enumerating the wide range of Lego products

The organizational Chart of LEGO

450

1/5

Details

Query

Example Documents

Standard Responses

Knowledge/Entities

General

Name

Category ID

Description

Category

Parent Category

Routing by Country

Creation Date

Created By

Last Modified Date

Last Modified By

Status

FIG. 9A

REFST AVAILABLE COPY

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				Add to Favorites			
				Content			
<input checked="" type="checkbox"/> Categories							
<input type="checkbox"/> Filter Category Set							
<input type="checkbox"/> Routing by Country							
<input type="checkbox"/> US							
<input type="checkbox"/> Germany							
<input type="checkbox"/> Mexico							
<input type="checkbox"/> India							
<input type="checkbox"/> if country contains 'United States' or country contains 'US' then redirect to 'us@exchange.sap-ag.de'... <input type="checkbox"/> if country contains 'Germany' then redirect to 'germany@exchange.sap-ag.de'							
<b>Smart Forms</b>							
Show		Get		Go			
<b>Advance Search</b>							
Name	Description	Category	Status	Creation Date	Created By	Last Modified Date	Last Modified By
Go				Name of this Search			
				Add to "Show"			
Name		Content					

<b>Details / Example Doc</b>		<b>Save</b>	
<input type="checkbox"/>	Get Condition Template		
Condition Template		None	
<input type="checkbox"/>	Attribute		
<input type="checkbox"/>	If country		
<input type="checkbox"/>	or country		
<input type="checkbox"/>	or		
<input type="checkbox"/>	or		
<input type="checkbox"/>	or		
<input type="checkbox"/>	or		

**BEST AVAILABLE COPY**



ERMS									
User Administration • Standard Responses • Categories • Repository • Templates • Rules									
Categories									
Show	My favorites	Get	Go	Open Advanced Search					
Save	Create Sub node	Change	Cut	Copy	Paste	Delete	Print	Add to Favorites	Help
Name Description									
Root									
Interaction Reason - 135									
The reason for Customer Contacting LEGO									
Refers to the exclusive Lego club; Category to address member questions & concerns									
LEGO Club									
LEGO Land									
• Driving Directions									
• Enquiries requesting driving directions									
• Entry Fee									
• Requests to clarify entry fee									
• Events									
Request to know current events at Lego Land									
LEGO Products									
Category enumerating the wide range of Lego products									
LEGO Org Chart									
The organizational Chart of LEGO									
1/5									
Details									
General									
Name Interaction Reason									
Category ID 0201									
Parent Category Category									
Status Last Modified Date									
Description Last Modified By									
Reason for customer contacting LEGO Valid From									
Valid To									
Application Area									
Interaction Record - 120									
More Responses - 1015									
Knowledge Search - 1020									
Rules Engine - 1025									

FIG. 1b



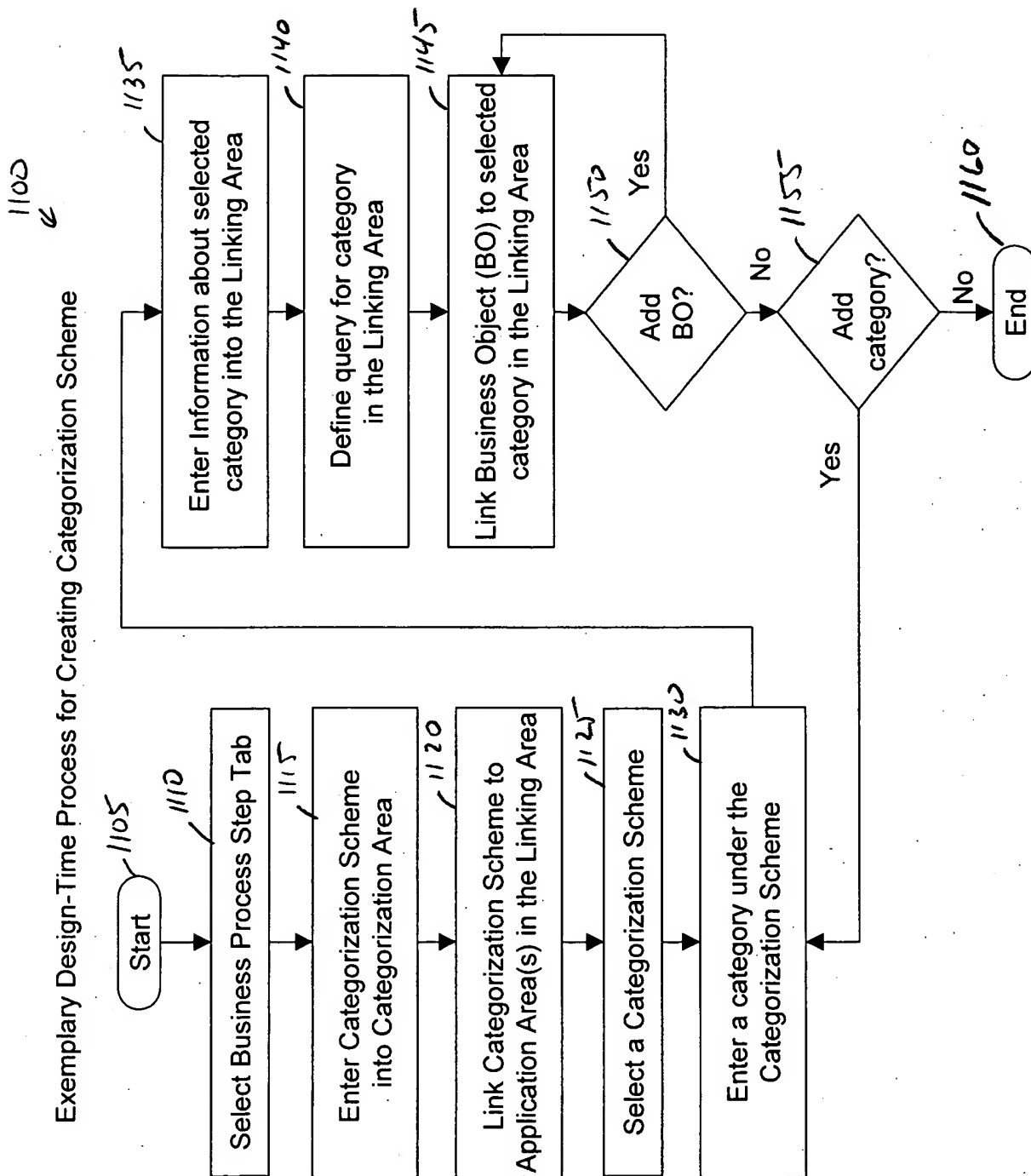


FIG. 11